



Dear Esteemed Community Partner:

The City of Allentown is pleased to present our annual fall event during Hallo-Weekend 2022. We would like to invite you to join our efforts on Saturday, October 29th, 2022, to create a FREE safe walking parade and festival for families in Allentown. Please visit www.allentownpa.gov/halloweekend to learn more about the events planned.

As you review our sponsor benefit package and levels below, our team welcomes creative ideas. We look forward to our partnership and thank you for your support.

Sponsorship Benefits and Levels Hallo-weekend 2022

Sponsor Benefits	<i>Mummy of All Presenting</i> Sponsor \$5,000	Spooktacular Sponsor \$2,500	Monster Mash Sponsor \$2,000	Calabaza (Pumpkin) Sponsor \$1,000	Fa-boo-lous Sponsor \$500	Dulce (Candy) Sponsor \$250
Free Vendor Space at Festival/ Parade	Yes	Yes	Yes	Yes	Yes	Yes
Listed on Event Website by Level	Yes	Yes	Yes	Yes	Yes	Yes
Listed in Press Release	Yes, as Presenting	Yes	Yes	Yes	No	No
Included in Stage Announcements	Yes	Yes	Yes	Yes	Yes	Yes
Banner Display at Event	Yes, as Presenting	Yes	Yes	No		
Included in Social Media Ads	Yes	Yes	Yes	Yes		
Included in Television Advertising- if applicable	Yes	No	No			
Branded Giveaway Distribution	Yes	Yes				
Exclusive to Industry	Yes, with Buyout					

Thank you for your time and consideration!

Sincerely,

Lucinda Wright

Lucinda Wright
Special Events Manager